

Smart Park Presentation

May 1, 2015

The Honorable Mayor Ellison and
Members of the City Commission:

On Nov. 17, 2014, the City Commission authorized staff to develop a plan to revitalize the worn-out pedestrian plaza next to the Center Street parking structure and to submit an application to fundraise for the renovation plans via a crowdfunding platform made possible by the Michigan Economic Development Corporation (MEDC).

Collaborating with local businesses, technology gurus, landscape architects and planners, LivingLAB Detroit worked with staff to design a green connected space that incorporates technology and sustainable landscaping. The project was quickly coined the 'smart park.'

Elements of ambitious smart park design include: interactive touch-screen kiosks, public Wi-Fi, mobile device charging stations, rain gardens, bioswales, covered parking for bicycles, civic art, new seating/tables, a children's play area and more.

The MEDC's *Public Spaces, Community Places* program allows local communities to fundraise for transformational projects via Patronicity (patronicity.com) that in turn are eligible to receive 1:1 matching grants from MEDC. We are pleased to announce the kick off date for our crowdfunding campaign is May 18, 2015. With community support, the goal is to raise \$60,000 in 30 days. Thanks to the MEDC's dollar-for-dollar match, if we reach our goal we'll start with a minimum budget of \$120K.

Staff believes this revitalization project will facilitate economic, social and ecological vitality. We are thrilled to move ahead on this exciting place making project and look forward to offering residents, students, professionals and visitors to downtown Royal Oak opportunities to connect in smart new ways.

Respectfully submitted,
Judy Davids
Community Engagement Specialist

Approved,



Donald E. Johnson
City Manager